TEACHING GUIDE:
BUSINESS MANAGEMENT

Degree in Multimedia and Digital Arts

Catholic University of Valencia

Catholic University of Valencia "San Vicente Mártir"

TEACHING GUIDE OF THE SIGNATURE:

	ECTS
SUBJECT: Business Management	6
Matter: Company	12
Module: Company and Legal Framework	24
Training Type: Basic formation	**COURSE**: 1st **Semester**: 1st
Teaching staff: Mr. Federico López Esquibel	**Department:** Economics, Marketing and Business Management
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ORGANIZATION OF THE MODULE

FINANCIAL MANAGEMENT MODULE	**Nº ECT 60**
Duration and temporary location of the subject within the study plan: This subject's general objective is to introduce students to business management, so its placement in the second semester of the first year of the Degree is ideal.	

MODULE	ECTS	Matter	ECTS	SUBJECT	ECTS	Course	
COMPANY AND LEGAL FRAMEWORK	24	Company	12	Business Management	6	1	1S
				Marketing and Business Communication	6	2	1S
		Advertising Innovation	6	Advertising Innovation	6	3	1S
		Right	6	Audiovisual Law and Intellectual Property	6	1	2S

TEACHING GUIDE OF THE SUBJECT/ SUBJECT:

Business Management

Previous requirements: There are no prerequisites for taking this course.

GENERAL OBJECTIVES

The subject provides students with a basic conceptual framework that allows them to understand fundamental aspects related to business management and organization, with special emphasis on multimedia and digital organizations. The factors that determine the competitiveness of companies, the role they play in the market economy and the relationships they maintain with other agents in the environment will be discussed.

The general objectives of the course are listed below:

a. Manage the proper terminology of the business management area with property.

b. Acquire knowledge about the management function: setting business objectives, company-environment relations, responsibilities and functions of management, company competitiveness...

c. Develop the following management skills: a) analysis of the environment (detection of opportunities and threats), b) internal analysis (location of weaknesses and strengths), c) definition of objectives, control, evaluation and improvement, d) leadership, negotiation and motivation of work teams, e) business vision and ability to undertake.

d. Improve other skills: a) decision-making and teamwork, b) proper management of time and resources, c) oral and written communication, d) search and analysis of information and autonomous learning, e) creativity.

e. Develop attitudes: critical spirit, quality, innovation and continuous improvement, collaboration and trust, positive attitude towards change and prudent risk-taking capacity.

MANAGEMENT FUNDAMENTALS: SKILLS				
TRANSVERSAL OR GENERIC COMPETENCES	**Weighting of skills**			
instrumentals	**1**	**2**	**3**	**4**
01 Analysis and synthesis capacity			X	
02 Organizational and planning capacity				X
03 Oral and written communication in the native language			X	
04 Knowledge of a second language in one's own workplace		x		
05 Computer skills related to the field of study		x		
06 Information management capacity. Know how to obtain information effectively from specialized books and magazines, and from other documentation			x	
07 Troubleshooting				x
08 Ability to adequately present a Curriculum Vitae, a sample of one's own work, such as a portfolio and a professional presentation.			x	
09 Decision making				x
Interpersonal	**1**	**2**	**3**	**4**
10 Teamwork				x
11 Work in an interdisciplinary team			x	
12 Work in an international context				x
13 Skills in interpersonal relationships				x
14 Critical Thinking				x
15 Ethical commitment				x
16 Ability to assume responsibilities			x	
17 Self-critical capacity			x	
systemic	1	2	3	4
18 Autonomous learning and motivation for training throughout their professional life			x	
19 Adaptation to new situations			x	

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20 Creativity. Ability to generate new ideas.			x	
21 Leadership. Analysis and team management				x
22 Ability to collaborate with other professions and especially with professionals from other fields. Identify the right professionals to adequately develop creative work.				x
23 Recognition of diversity and multiculturalism Knowledge of other cultures and customs. Know the social dimension of the human being considering the historical and sociocultural factors of contemporary society.				x
24 Initiative and entrepreneurial spirit				x
25 Motivation for quality			x	
26 Capacity for self-employment and job creation				x

SPECIFIC COMPETENCES				
	1	2	3	4
E1. Ability to carry out an analysis, oral and written, of an artistic expression, mastering the vocabulary, codes, movements and concepts inherent to the artistic field.	x			
E2. artistic sensibility. Develop the ability to perceive beauty in different forms and artistic creations, applying aesthetic principles and fostering multidisciplinary creativity and innovation.		x		
E3. Knowledge of specific production methods and digital artistic techniques, especially to apply them to the world of communication, also looking for new supports.	x			
E4. Development of skills in traditional illustration techniques and procedures and in digital techniques for the creation and development of graphic elements, images, symbols, texts, publication layouts, and product packaging.	x			
E5. Ability to organize, classify and index all materials and files used in the development of the project, generating documents for proper conservation or consultation. As well as capacity for the subsequent search and retrieval of information.		x		
E6. Ability to obtain objective and relevant conclusions for the generation of new product concepts, and generate new ideas and solutions, from the research work on documentation.			x	
E7. Ability to detect new areas of the information society in which multimedia technologies can be useful and to develop the necessary research at a basic level to propose solutions.			x	

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E8. Ability to organize and process the information that will later be included in the project.			x	
E9. Ability to plan and direct projects and developments of technological content, particularly those related to art, multimedia design and communication.		x		
E10. Ability to translate creative ideas so that they can be transmitted in digital format.		x		
E11. Ability to adequately present the results of the investigation in an oral, written, audiovisual or digital manner, in accordance with the canons of the information and communication disciplines.		x		
E12. Sensitivity to assess the importance of design in the formulation of messages and the impact of its transmission in different communication fields		x		
E13. Ability to contribute to the contemporary debate on the arts and digital and multimedia practices.		x		
E14. Understand communication as a process, as well as the different elements that constitute it, understanding the knowledge of the specificity of the discourses, as well as the modes of representation typical of the different technological and audiovisual media, while discriminating the different theories, methods and problems of audiovisual communication and its different languages.			x	
E15. Knowledge of the legislative framework in Spain and Europe, particularly regarding the audiovisual field and the protection of intellectual and industrial property.	x			
E16. Understand and transmit the importance of the communication strategy as a critical element in the processes of creating value and making this value available to society by companies and organizations in general.			x	
E17 Understanding of the characteristics of the digital production sector and its operation and the trends that mark its current and future evolution.		x		
E18. Know, value and understand the deontological obligations of the multimedia creation professional and the implications of complying with them in professional performance.			x	
E19. Global understanding of artistic and multimedia practices and the importance of their relationship with their socioeconomic and cultural context.		x		
E20. Ability to develop an articulated knowledge of communication, both from a historical point of view, and also as a sociological phenomenon in evolution, at the same time as the new realities offered by the constant advance in its technological dimension.		x		

LEARNING OUTCOMES	SKILLS
R-1. Being able to handle the concepts and understand basic management techniques of a company.	1,3,6,10,11,12
R-2. Ability to analyze the business environment and detect opportunities and threats.	1,3,6,10,11,12
R-3 Carrying out a diagnosis of the situation of a company.	2,4,5,6,7,8,9,12,13
R-4 Communicate clearly and rigorously orally and in writing the conclusions of a business analysis.	2,4,5,6,7,8,9,12,13

TEACHING-LEARNING METHODOLOGY

The classes will combine the teaching of knowledge, explaining those more complex aspects, with the practical application of this knowledge. Case studies will be discussed frequently and videos and current materials will be used. Students will learn to search for relevant information in different sources.

On the platform you can access content prepared by the teacher. For monitoring and understanding of the theory, it is advisable to use the material available on the UCV platform and the recommended bibliography.

In class, practical cases will be discussed in teams; Students are expected to be open to dialogue in face-to-face sessions and to share their points of view with their peers. In many cases, the exercises and cases carried out in class will be delivered through the platform. The evaluation will take into account the depth of the analysis, the quality and breadth of the sources consulted, the neatness and style of the presentation, and the creativity and originality. Likewise, the oral presentation in class will be valued when appropriate.

Students are encouraged to attend the tutorials, during the hours published on the UCV platform. Likewise, there is a system of virtual tutorials that it is recommended to use to contact the teacher to solve doubts and problems.

	TRAINING ACTIVITIES OF PRESENTIAL WORK		

ACTIVITY	Teaching-Learning Methodology	Relation ship compe-trends	ECTS
CLASS ATTENDANCE	Introductory presentation of each topic by the teacher. Definition of the objectives of knowledge and skills to be achieved; explanation of the activities to be carried out and the methodology to be followed, as well as the evaluation instruments and criteria. Specific instructions about the group and individual work of each theme and accompaniment in its execution.	1,3,8,14, 24,26	1,5
PRACTICAL CLASSES	Activities aimed at developing skills and related to the contents of each theme: bibliographic search in the library, critical analysis of materials about the contents of the theme, critical analysis of communication models and artistic creation, preparation of an outline of the contents of each topic, Internet searches, use of computing for the use of digital tools and realization of the proposed contents.	1,3,14, 20	0,5
EXHIBITION OF GROUP WORKS	Application of interdisciplinary knowledge in oral presentation by groups of the work carried out.	3,8,10,1 4,E16	0.15
TUTORSHIPS	Personalized and small group attention. Period of instruction and/or orientation carried out by a tutor with the aim of reviewing and discussing the materials and topics presented in classes, seminars, readings, carrying out assignments, etc.	3,14	0,15
ASSESSMENT	Set of oral and/or written tests used in the initial, formative or summative evaluation of the student.	1,3,7,14	0,1
		Total	(2,4*)

	TRAINING ACTIVITIES FOR SELF-EMPLOYED STUDENTS		
TEAM WORK	Group preparation of readings, resolution of cases, papers, reports, etc. to present in class or deliver in practical classes and/or small group tutorials. Work done on the platform or other virtual spaces.	2,6,7,10 ,20,24	1,25

AUTONOMO US WORK	Student study: Individual preparation of readings, resolution of cases, works, memories, etc. to present or deliver in theoretical classes, practical classes and/or small group tutorials. Work done on the platform or other virtual spaces.	1,2,6,24 ,E8	2,35
		Total	(3,6*)

ASSESSMENT SYSTEM FOR THE ACQUISITION OF COMPETENCES AND QUALIFICATION SYSTEM

The evaluation system uses a written test that contributes 45% of the final evaluation. The development questions will consist of multiple choice, theoretical and practical questions of the type that have been done in class. A minimum of 5 is required in the final written test to be able to mediate with the continuous evaluation, which is presented below.

Continuous evaluation contributes 55% of the final evaluation
  * 20%: class attendance, active participation in class and oral tests
  * 35%: papers and cases analyzed in class by teams.

The works out of term will be evaluated on a maximum of approved.

Students who obtain an outstanding final grade will be eligible for honors.In this case, valuing the effort in voluntary activities and the interest in learning shown in the classes, thus collaborating to achieve the objectives set by the group. The general criteria of the UCV will also be followed, according to which only one honor registration may be awarded for every 20 students (or fraction for groups of less than 20 students).

Students who appear in the second or successive callThey will have periodic follow-up tutorials, which will take place on the dates published on the UCV platform. Information on these tutorials can be found in the final section of this guide. These tutorials are aimed at guiding the student in their learning and facilitating their progress and carrying out exercises and practical work for continuous assessment.

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DESCRIPTION OF CONTENTS **Organization in blocks of content or thematic groupings.** **Development of the contents in Didactic Guides.**	
thematic blocks	**Related skills**
transversal capabilities Google searches. Effective presentation. Basic negotiation. Personal branding and positioning. Human behavior and decision theory. basic excel	**3,6,8,9,10,14,E8,E16**
Business models Identification of key participants. Understanding the market. Lean canvas. Buyer Person. costs. Value proposal. Income. Production. Sales. Fast iteration. Innovation.	**1,3,7,10,20**
entrepreneurship Self-employment. Opportunities and Risks. The road to the launch, idea, team and financing.	**2,3,10,24,26,E16**
Business organization and management Introduction to business organization. Analysis models. SWOT, Porter, Boston Consulting Group. The areas of the company.	**1,3,7,10,20,**

BIBLIOGRAPHY

Basic Bibliography:

- Jerry Weissman. (2008) Presenting to win.Financial Times Prentice Hall
- Karen Kang. (2020) Branding Pays. Branding Pays Media
- Jim Thomas. (2007) Negotiate to win. Management 2000
- Daniel Kahneman.(2013) Think fast think slowly. Pocket-size
- Alexander Osterwalder. (2011). Generation of business models.
- Alexander Osterwalder. (2015 Designing the value proposition: How to create the products and services that your customers are waiting for. Ediciones Deusto
- Chip Heath & Dan Heath (2010) Made to Stick: Why Some Ideas Survive and Others Die. Random House Trade Paperbacks
- Kotler, P., Burton, S., Deans, K., Brown, L., y Armstrong, G. (2015). *Marketing*. Pearson Higher Education AU.
- Porter, M. E. (2008). The five competitive forces that shape strategy. *Harvard business review*, *86*(1), 25-40.
- Medina Laveron, M. (2005): Structure and Management of Audiovisual Companies. EUNSA, Editions of the University of Navarra.

Recommended further reading:

• Suárez Sanchez-Ocaña (2011). Stripping Google. Deusto

• Ariño, M.A. and Maella. P (2011). Iceberg in sight. Active company

• Johnson, S. (2007). Who has taken my cheese. Active Company

• Elliot J. (2010). The way of Steve Jobs. Aguilar

• Goldratt, E. (1993). The goal. A process of continuous improvement. Diaz de Santos.

• Brant R.L One Click. Jeff Bezos and the rise of amazon.com. Management 2000.

• Nueno P. (2011). Letters to a young entrepreneur

• Puchol, L. (2005). The book of the entrepreneur. Díaz de Santos. 4th edition.

• Tries de Bes, F. (2007). The black book of the entrepreneur. Active Company. 3rd edition

TEMPORARY ORGANIZATION OF LEARNING:		
	CONTENT BLOCK/DIDACTIC UNIT	**number of sessions**
1	**transversal capabilities**	**8**
2	**Business models**	**9**
3	**entrepreneurship**	**3**
4	**Business organization and management**	**5**

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